

IN THE SPECIFICATION

Replace the paragraph beginning on page 14, line 11 with the following:

-- The contents market research system 10 for being used to introduce the picture content that is not yet commercialized to consumers comprises a contents market research apparatus 11 for searching the marketability of the picture content, a contents polling apparatus 12 that is used for polling by consumers to whom the content has been introduced, ~~and a~~ telecommunication means 13 such as the Internet for information transmission between the contents market research apparatus 11 and the contents polling apparatus 12 and a display 14 for displaying information, such as business profitability.--